

Slide 1

BEST PRACTICES IN COMMUNITY ENGAGEMENT

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Slide 2

TOPICS

- Goals
- Requirements
- Stakeholders
- Techniques
- Engagement
- Adaptation
- Records
- Questions


*What questions do you
have about community
engagement?*



Slide 3

GOALS

- Build support for the plan
 - Business community
 - Residents
 - Elected officials
 - Staff
- Transparency
- Gather meaningful input
- Reflect the community's unique attributes
- Find a champion for implementation
- Meeting the minimum requirements



Slide 4

MINIMUM REQUIREMENTS - PROCEDURES


Minimum Standards for Local Comprehensive Planning, Procedures (Rules of DCA, Chapter 110-12-1-.04)

- Public Hearings
 - Initiating the Planning Process
 - Transmittal Hearing
 - Adoption Hearing
- Developing the Plan – each element of the plan must be prepared with considerable opportunity for involvement and input from stakeholders
- Minimum techniques
 - Steering Committee
 - Needs and opportunities list generated by SWOT or similar analysis

Slide 5

PRACTICAL REQUIREMENTS

- Develop a Community Participation Plan
 - Identifies target stakeholders
 - Engagement techniques to be uses
 - Schedule of activities
 - Should be updated periodically
- Conduct Public Workshop(s)
- Maintain a Project Website
- Interview leadership and stakeholders



Slide 6

MINIMUM REQUIREMENTS – COMMUNITY INVOLVEMENT

Minimum Standards for Local Comprehensive Planning, Community Involvement (Rules of DCA, Chapter 110-12-1-.02)

- Identification of Stakeholders
- Identification of Participation Techniques
- Conduct Participation Program



Slide 7

STAKEHOLDERS	
<ul style="list-style-type: none">■ Compile a list■ Seek guidance<ul style="list-style-type: none">▪ Supplemental planning recommendations▪ Regional Commission■ Steering Committee<ul style="list-style-type: none">▪ Governing authority▪ Local economic development practitioners▪ Local government staff■ Have the committee meet regularly	<p><i>What is your community's composition?</i></p> <p><i>Who typically shows up to meetings?</i></p> <p><i>Where can you find those that don't show up?</i></p> <p><i>Are you willing to go there?</i></p>

Slide 8

TECHNIQUES	
<ul style="list-style-type: none">■ Website■ Flyers■ Kiosks at events■ Focus Groups■ Social Media■ Online meetings■ Letters■ Contests	<ul style="list-style-type: none">■ TV■ Press Releases■ Email■ Surveys■ Comment Wall■ Live Voting (Keypads or Texting)■ Podcasts■ Public Meetings■ Tactical Urbanism

Slide 9

PUBLIC MEETINGS	
<ul style="list-style-type: none">■ Range of Types<ul style="list-style-type: none">▪ Formal Public Hearing▪ Open House▪ Workshop▪ Community Group Meetings▪ Event Booth■ When to use each one<ul style="list-style-type: none">▪ Issue you are trying to address▪ Audience you want to target▪ Goals	

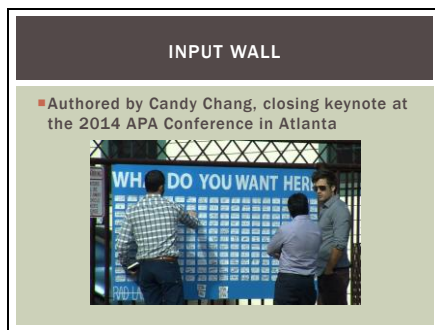
Slide 13



Slide 14



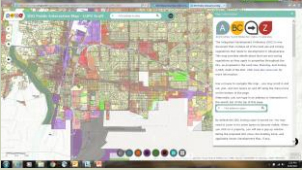
Slide 15



Slide 16

ONLINE MAPPING

- ESRI online mapping tools
- MapBox.com



Slide 17

WHAT HAS WORKED IN YOUR COMMUNITY?



Slide 18

ENGAGEMENT

- Public involvement drives the schedule
- Steps in the process
 - Preparation
 - Review
 - Logistics
 - Presentation
 - Follow up
 - Record keeping
- Keys to Success
 - Be Prepared
 - Be Professional
 - Be Flexible




Slide 19

ADAPTATION

- What can wrong?
 - Weather
 - Miss the meeting or are late
 - Equipment malfunction
 - Schedule Conflict
 - Locked out of venue
 - No one shows up
 - Too many show up
 - Hostile crowd
 - Wrong information

Any good stories of meetings gone wrong?






A cartoon illustration showing a man in a suit sitting in a chair, looking at a briefcase. Another man in a suit is standing next to him, pointing at a flip chart. The flip chart has a drawing of a person and some text. The man standing is saying, "WHAT THE HELL DOESN'T SHOW UP IS THE TORM CHAIRS CAUSED AT THIS POINT BY COMMISSIONER NEILAN".

Slide 20

PREPARATION


- Know where the sacred cows are
- Be brief and organized
- Know your audience



Slide 21

FACILITATION


- Some people will try to bait you into an argument
- Don't go on the attack
- Talking points
 - I can speak to...
 - My particular expertise is in ...
 - Let me put that in context ...
 - You make a good point, however ...
 - Let me get back to you in ...
 - In fact ...
 - The way planners view this is ...
 - Our research and analysis show ...
 - The real danger lies with ...
 - What is not being talked about is ...
 - What is important to understand is ...
 - I appreciate that perspective, but my experience has been ...
 - Let's put the issue in a broader context ...
 - I can't respond to a hypothetical, but what I can tell you is that ...
 - There may be consequences that need further examination. For instance ...



Slide 22

RECORDS

- What to keep
 - Photos
 - Agendas
 - Minutes
 - Sign-in Sheets
 - Email Lists
 - Advertisements
 - Social Media Posts
- Make a record ASAP after the event
- Post summaries on website
- Prepare Summary for the Comprehensive Plan Report



Slide 23

QUESTIONS

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